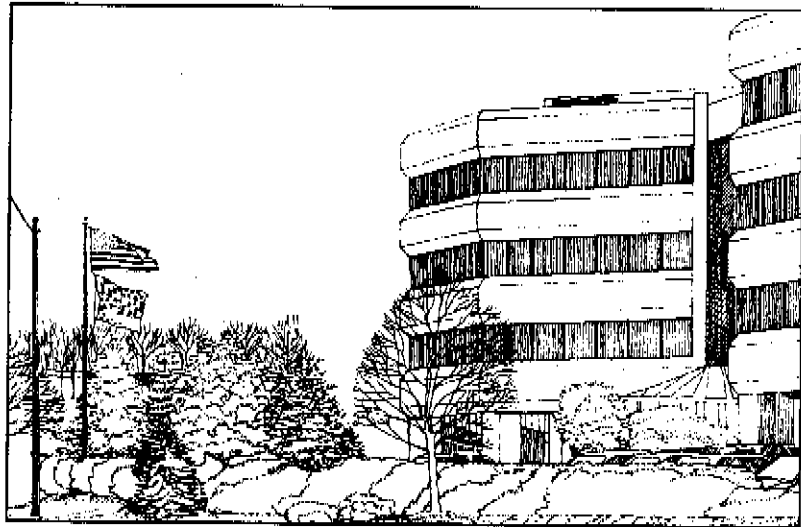


## Section III: Recommendations



### ECONOMIC DEVELOPMENT

The major focus of this plan is to guide land use and development in the Hunt Valley/Timonium corridor to preserve and enhance its long-term stability as a major, diverse employment center. Concomitant with this objective is the maintenance of basic services, especially transportation services, which will allow for employees, goods and services to access and move through the area efficiently and economically.

The issues in the area of economic development revolve around maintaining the existing employment base, supporting new development which provides additional growth in employment and employee support uses, and continuing investments in infrastructure.

#### **Issue: Enhancement of the Hunt Valley/ Timonium Employment Area as an Important Economic Development Area in the County**

**Action 1:** Support development/redevelopment in the employment area which will foster growth in employment, business and employee services and amenities and/or light rail usage, providing there will be minimal negative impacts on transportation systems and on the surrounding residential areas. Among the major activities of the Department of Economic Development in the HV/T area:

- Economic Development will continue to work with new and existing businesses in HV/T to encourage employment retention and growth, provide a wide array of services including site selection and development facilitation, financial assistance, coordination of work force development, and job recruitment and training assistance.
- Economic Development will continue to work with real estate brokerages and developers to market and help facilitate the sale, lease, development and/or redevelopment of property in the HV/T area.
- Economic Development will continue to work as a member of the Hunt Valley Business Forum to address evolving issues and concerns affecting businesses in HV/T.
- Economic Development will conduct a comprehensive outreach program, surveying HV/T companies to identify and address immediate and ongoing business needs.
- Economic Development will take an active role in the review and implementation processes related to PUD-C proposals, rezoning requests, planning efforts, transportation and public service matters, and development or redevelopment projects impacting the HV/T business community.

**Action 2:** Preserve and/or increase the inventory of available land for office, technology and manufacturing related uses.

These uses are key for sustaining the present and future economic base of HV/T and Baltimore County in general. Of the 2,560 acres zoned to accommodate such uses in the HV/T corridor, approximately 250 acres (less than 10%) remains available for new development. The loss of such land to retail or other low-income related use severely limits long-term opportunities for the retention and expansion of higher income employment. In cases where ML (Manufacturing, Light), OT (Office Technology) or other office-related zoning is rezoned for other use, Baltimore County should identify alternative locations to replace this zoning.

**Action 3:** Support double tracking of light rail to reduce service times and increase overall system efficiency.

In early 1998, the Mass Transit Administration (MTA) reported ridership of light rail at greater than 23,000 trips per day. Seventy percent of these trips were attributed to local employees. Ridership increased by 3,000 trips per day after the Hunt Valley extension opened in the fall of 1997. As ridership grows in response to the growth of HV/T employers, light rail must be equipped to handle more riders and deliver them to their destinations in a safe, efficient and timely manner.

**Action 4:** In conjunction with support for double tracking of the light rail, support construction of additional light rail stops to better serve and accommodate existing employers, new or relocating companies and proposed office/industrial parks.

In addition to the 18-acre property rezoned for retail development, AAI Corporation has another 65 acres zoned ML that will be made available for development. A number of developers and investors have expressed interest in the property for development of a new office/flex business park. This, coupled with the retail site and conversion of their headquarters building into a multi-tenant office facility, suggests this site will become a new, intensely developed employment center in the near future.

New employment projections for the area of Industry Lane are from 900 to over 2,000 new jobs at build-out. These figures could be even greater should the eventual developer opt for multilevel office buildings.

Such employment density might be best served with immediate access to light rail and therefore warrant the construction of a stop on-site. Additional stops should be considered as new development and redevelopment projects materialize.

**Action 5:** Encourage consolidation of parcels for redevelopment in the West Aylesbury Road Area as part of the proposed rezoning from ML to BLR, or for PUD-C proposals for retail or mixed use, to facilitate higher values and best land utilization. (For further discussion of the West Aylesbury Road Area and location map, see pages 24, 39, and 51-63).

While it is the position of the Department of Economic Development to retain the existing inventory of ML-zoned land, it is recognized that characteristics of some of the parcels in the West Aylesbury Road area do not lend themselves to office/industrial use. Those parcels with York Road frontage may be suitable for retail use. It is recommended that consolidation of parcels be strongly encouraged. To the extent possible, Baltimore County should consider rezoning existing retail land that does not offer York Road frontage to ML in order to fortify the County's ML land inventory. Further redevelopment projects proposed for the accommodation of a retail use should be limited to sites which currently possess B (Business) zoning, or, as a PUD-C, be part of a mixed use project in association with a transit stop.

## TRANSPORTATION

The types of issues concerning transportation can be classified into three general categories: (1) transportation systems management; (2) public/private partnership; and (3) rail and bus transit.

### TRANSPORTATION SYSTEMS MANAGEMENT

The overall goal of transportation systems management (TSM) is to develop strategies that maximize

the efficiency, safety, and capacity of the existing transportation system. When compared to the cost of providing major new infrastructure improvements, these strategies tend to be low-capital in nature. The following issues were identified that could be ameliorated by various TSM actions: safety; traffic congestion; and pedestrian circulation.

#### **Issue: Safety**

The State Highway Administration has divided the state into seven districts. Baltimore County, along with Harford County, comprise District Four. SHA's 1988 "Intersection Accident Experience" report identifies 19 intersections within District Four that are considered high accident locations. None of these intersections is located within Baltimore County. Overall, of the seven districts, District Four has the second lowest number of problem intersections in the state.

In addition to district-level data on state highways, "Intersection Accident Experience" also identifies each County's highest accident locations. The report identifies six high accident locations within Baltimore County. None of Baltimore County's highest accident locations is within the HV/T area. The three intersections in the HV/T area with the highest number of accidents are listed below:

COUNTY RANK*	INTERSECTION
11	York and Padonia
20	York and Timonium
29	York and Cranbrook

\* There are a total of 109 intersections

**Action 1:** The Bureau of Traffic Engineering and Transportation Planning (TETP) will continue to monitor accident data to ensure an expedited solution if any accident location in the HV/T area becomes problematic.

**Action 2:** A Hunt Valley/Timonium accident trend report will be produced periodically to document existing or potential highway safety issues.

**Action 3:** A detailed transportation study of the Hunt Valley/Timonium area should be performed. In addition to other transportation issues, the study should include an in-depth analysis of traffic safety issues. (See Congestion below.)

#### **Issue: Congestion**

A number of factors are responsible for the amount of traffic congestion that exists in the HV/T area. Not only is the automobile the dominant method of travel, but also its usage is increasing and the number of people per vehicle is decreasing. It is estimated that more than 90 percent of the people who live and work in the HV/T area elect to use their private vehicles as their method of travel. Further, more than 90 percent of these auto users elect to travel alone. It is also estimated that approximately one in every five trips made in the County on a daily basis occurs within the HV/T area, a direct result of the area's importance as an employment center.

All of this travel occurs over a road system designed to accommodate only a certain number of vehicles. As the number of vehicles approaches the capacity of the system, congestion occurs on roadways and at signalized intersections. This congestion manifests itself in the form of longer travel times resulting from frequent queuing of vehicles and low speeds.

These conditions typically exist during the morning and evening peak periods of travel as the highway system is overwhelmed with additional trips as commuters seek to arrive at and leave work. About one-third of all travel during the course of a day occurs within the morning and evening peak periods.

The data and empirical evidence clearly indicate that the key areas of congestion are the east-west routes (Shawan Road, Padonia Road, and Timonium Road) that provide access to the regional highway system; I-83, itself a regional facility; and the intersection of York and Padonia Roads. A significant amount of congestion also occurs on McCormick Road as commuters enter and exit the business park.

A preliminary analysis of travel forecasts by TETP indicates that all the planned and recently completed road improvements provide just enough capacity to

offset the projected growth in vehicular travel. Therefore, if the amount of congestion in the HV/T area is to be lessened in the future, there will be a need to either provide additional supply (more highway and intersection capacity) or reduce demand (reduce the overall level of vehicular trip-making). Any recommendations for enlarging the area's highway capacity must be done in the context of a more detailed transportation study. However, it is possible and prudent to immediately begin implementing travel demand strategies that ultimately may lessen vehicular travel demand on the transportation system. Employers and employees in the HV/T area, as well as people who live in the adjacent residential communities, need to better understand how their individual travel-making behaviors add to the congestion problem. In an era of dwindling governmental resources, better informed individual travel decisions are immensely important.

**Action 1:** A detailed transportation study should be performed which would include an in-depth analysis of future vehicular travel based upon different socioeconomic scenarios, truck access, safety and pedestrian circulation. Recommendations should be made for future transportation improvements, and for financial mechanisms to provide them.

**Action 2:** A transportation impact study will be requested for any large-scale development/redevelop-

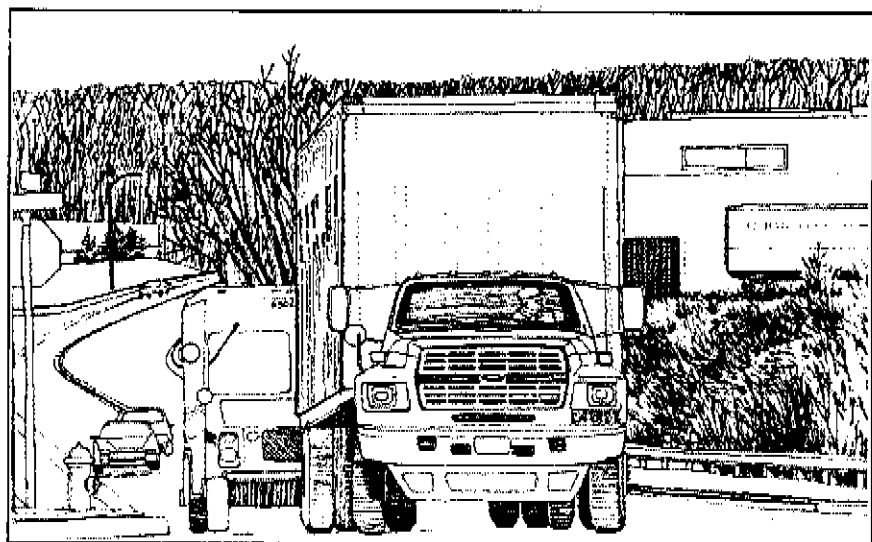
ment proposals as part of the development approval process. The development process should be amended to require a transportation study when peak hour traffic exceeds 1,000 trips daily. In HV/T, the transportation study must also address potential conflicts with truck traffic.

#### **Issue: Maintaining an Industrial Service Road**

With the Beaver Dam Road extension completed, there exists a north-south vehicular route running from the tip of Greenspring Drive near Lutherville to International Circle in Hunt Valley, paralleling the York Road corridor, and consisting of Greenspring Drive, and Deereco, Beaver Dam, and McCormick Roads. Even before the extension was completed, there were development pressures for retail uses along this corridor, and this is expected to intensify in the future. In order to preserve the HV/T area as an employment area, it is important to maintain the McCormick Road to Greenspring Drive corridor as an employment service road, permitting the movement of goods and employees unhampered by the congestion of retail development.

**Action 1:** Limit land use changes which are not employment uses, or which are not mixed use projects associated with a light rail stop, along the McCormick Road to Greenspring Drive corridor.

*Providing truck and employee access to the employment area should be the primary function of the McCormick Road to Greenspring Drive corridor.*



**Action 2:** Restrictions of retail use on industrial service roads should be incorporated into the zoning or development regulations, either through amendments to the ML zone, or through the adoption of a Roadway Classification Map which would designate the corridor as an industrial service road and limit retail access. (See Development/Redevelopment Opportunities.)

**Action 3:** Provide convenient access to York Road retail uses to reduce the need for them within the employment area. Consider sidewalks, on-road or off-road bicycle facilities, or shuttle buses.

#### **Issue: Renaming McCormick Road to Greenspring Drive Corridor**

Now that Beaver Dam Road is extended, there is a continuous stretch of roadway from Shawan Road in the north to the Aylesbury/Greenspring Connector Road in the south that has four different names.

**Action 1:** The County street renaming policy requires that a proposed street name be approved by the Department of Public Works and that 70 percent of the affected property owners agree to the change. The Hunt Valley Business Forum will initiate the circulation of a petition for the name change.

#### **Issue: Pedestrian and Bicycle Circulation**

On a daily basis, few pedestrian or bicycle trips are made within the HV/T area. This lack of pedestrian and bicycle circulation befits the HV/T area's character as an auto-dominated, suburban employment center. High traffic volumes, few sidewalks, no bikeways and spatial and design features oriented to automobiles make the HV/T area a daunting place for pedestrian and bicycle circulation. With the advent of light rail service, there is a need to develop a better pedestrian and bicycle network and environment.

**Action 1:** Design a pedestrian/bikeway system to connect with the Hunt Valley Mall, Oregon Ridge Park, and potentially the popular North Central Hike

and Bike Trail at Ashland, and utilizing greenways where possible, provide access to the light rail stops, recreation sites and business areas throughout the length of the HV/T area, with connections to adjacent residential communities.

**Action 2:** Convene a task force to formulate ways of providing pedestrian/bicycle facilities within the Hunt Valley Business Park, including pedestrian/bicycle access across Shawan Road from the business park to the mall.

**Action 3:** Ensure that appropriate pedestrian and bicycle facilities are provided in new construction projects through the development process. These facilities should link the project to adjacent properties, and where appropriate, to the open space system, the light rail, and employee support uses.

### **PUBLIC/PRIVATE PARTNERSHIP**

The establishment of a transportation planning process that includes a public/private collaborative effort is a key element within the planning framework. This effort is especially important in an era when the resources and ability of local government to provide necessary infrastructure support has been compromised by declining revenues.

#### **Issue: Support the Hunt Valley Business Forum**

After several years of developmental efforts, a public/private collaborative transportation planning effort was established in the Hunt Valley area, in the form of the Hunt Valley Transportation Association, now known as the Hunt Valley Business Forum (HVBF). The County should continue to support the ongoing efforts of the HVBF to identify transportation problems, solutions, and priorities.

**Action 1:** Assist efforts of the HVBF to secure funding for various transportation studies; and continue to provide technical assistance to the HVBF.

## RAIL AND BUS TRANSIT

The advent of light rail service in 1992 and the extension of service to Hunt Valley in 1997 presents an unparalleled opportunity to alter travel behaviors within the HV/T area. To maximize this opportunity, however, requires the implementation of a number of innovative land use and transportation strategies.

The land use issues and recommendations are contained in the section on Development/Redevelopment Opportunities and will not be detailed further here. The transportation strategies below will be most successful when useful passenger amenities are provided; when the service is made more competitive with the private auto (e.g., increased speeds or reduced costs); or when the public is made more aware of the services.

### Issue: Enhanced Distributor System

Transit services can be identified and classified by the type of access that it provides, similar to the manner in which roadways are classified by the types of access that they provide.

The Central Light Rail Line (CLR) provides limited-stop, long-distance access between activity centers in neighboring jurisdictions, e.g. Metrocenter in Balti-

more City, BWI Airport in Anne Arundel County and Hunt Valley in Baltimore County. The CLR represents the highest level of transit service in the HV/T area. Trunk bus lines such as the existing #9 line also provide long-distance service and access between major activity centers such as the University of Maryland at Baltimore and Loveton Center. Where fixed guideway services do not exist, trunk bus lines represent the highest level of transit service.

Since the beginning of the CLR service, the MTA has implemented its feeder bus service which provides collector/distributor service in the HV/T area. As important as it is to have a good feeder system to collect and distribute riders for the CLR, it is equally important to have a system that collects and distributes riders for the feeder system.

Typically, this mini-scale feeder system is likely to be some sort of shuttle service that provides more frequent service over a smaller area than the feeder bus routes. A properly designed shuttle system will be key to maximizing transit ridership in the HV/T area.

**Action 1:** The Planning Office will assist the HVBF and the MTA in assessing the feasibility of establishing a shuttle system in the HV/T area. Include consideration of shuttle service to retail uses on York Road.

*Strategies for facilitating ridership are needed, including providing convenient parking and pedestrian access.*



### **Issue: Promoting Transit Usage**

Similar to any other product or service, transit usage can be expanded through appropriate marketing techniques and the application of various incentives. The MTA's effort to expand transit ridership through its operational and marketing expertise could be enhanced if the County and the private sector worked jointly with the MTA. Examining the MTA's marketing effort in the northwest Metro corridor provides some insight into how the County and the private sector might assist the MTA's promotional efforts. In the corridor serviced by the METRO, the MTA uses a direct mail campaign once or twice a year to encourage more people to use transit. The direct mail campaign is also supported by an infrequent print campaign in local newspapers. Although the CLR campaign is likely to be different due to the mix of employment versus households, its infrequency is likely to be the same unless the County or the private sector can provide the MTA with additional resources.

The following are several of the more promising transit incentives:

- Establishing an employer-sponsored transit pass program.
- Increasing the amount of allowable transit subsidy provided by the employer.
- Providing pedestrian and transit-user amenities such as shelters, telephones, lighting.
- Establish a reduced-fare or free-transit zone for CLR patrons making mid-day trips.

**Action 1:** The HVBF is encouraged to investigate the feasibility of providing resources to the MTA to expand its traditional marketing program. These resources could be in the form of cash contributions or they could be assistance from various public and private marketing staffs.

**Action 2:** The County, HVBF, and MTA will work jointly together to develop a package of incentives

that can be used to encourage greater transit usage in the HV/T area, including ways of making transit more attractive than the private auto.

**Action 3:** The County will support double tracking of light rail to reduce service times and increase overall system efficiency. As ridership grows in response to the growth of HV/T employers, light rail must be equipped to handle more riders and deliver them to their destinations in a safe, efficient and timely manner.

**Action 4:** The County and MTA will consider additional light rail stops, which may be feasible after the construction of the double track. The stops should be planned to effectively serve and accommodate existing employers, and new or relocating companies.

## **NATURAL ENVIRONMENT**

Much of the development in the Hunt Valley/Timonium area occurred prior to implementation of regulations to protect the County's natural resources. Because the value of environmental protection had not yet been fully appreciated, little effort was made to preserve woodland, wetlands or stream environments. Future redevelopment, however, offers opportunities to improve the area's environmental quality through sensitive site planning and design.

### **Issue: Surface Water Quality and Quantity Control**

Aerial photographs are especially effective in illustrating the extent to which the HV/T area's landscape is overlain with areas of paving and building. The acres of impervious surface greatly reduce the opportunity for stormwater to naturally percolate through the soil. Instead, water collects impurities, such as gas and oil from parking lots, and deposits them into adjacent storm drains and streams, which ultimately empty into Loch Raven Reservoir. Many of the area's streams have been piped or channelized, also reducing the ability of the natural system to absorb and cleanse stormwater.

The majority of the HV/T area lies within the Loch Raven Reservoir's watershed. The importance of protecting the quality of the drinking water has been recognized and has resulted in the County's commitment via the 1984 Reservoir Watershed Management Agreement and the 1990 Reaffirmation Agreement.

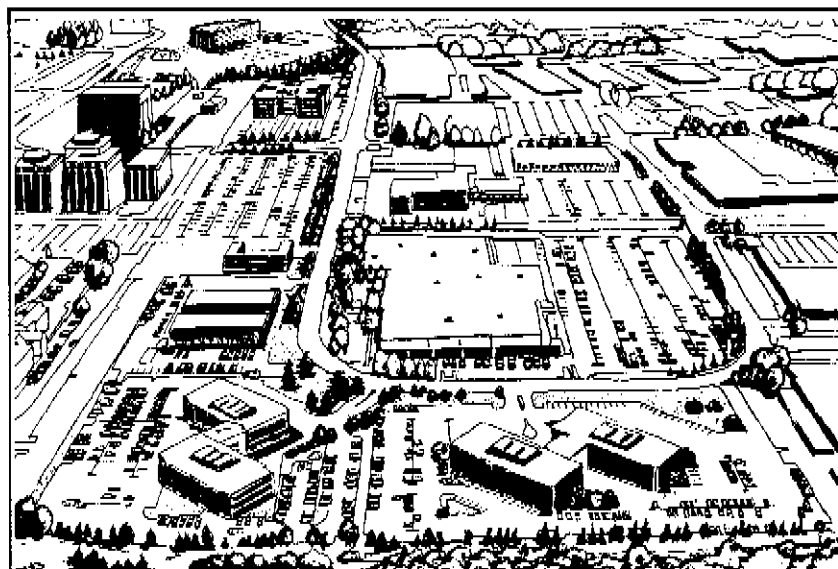
Stormwater management techniques have not been extensively employed in the HV/T area, for either quantity or quality improvements. Present regulations provide little incentive for a redeveloping property to provide stormwater management. Developments which increase stormwater runoff by less than 10% can qualify for a waiver of stormwater management, although quality management for new impervious surfaces is required. If redevelopment results in a greater than 10% increase, only the difference above 10% is required to be managed. For sites that are now virtually covered with impervious surface, redevelopment is not likely to include stormwater management.

Current regulations will require forest buffers along streams and wetlands as projects redevelop, which will aid in stream restoration. In the HV/T area, many of the streams have been designated by the state as Use III-p trout streams. The required stream buffers are likely to be the greater of 100', or 25' beyond the edge of the 100-year floodplain limit

or nontidal wetlands. Buffers will be greater where erodible and unstable slopes are adjacent to the stream. On sites where forest vegetation does not exist, natural succession of vegetation for reforestation is acceptable. However, if channel erosion, stream pollution or habitat degradation exists at the site or downstream from the site, planting or other water quality protection measures may be required. Baltimore County Department of Resource Management and Environmental Protection (DEPRM) has begun a restoration project study for the Goodwin Run watershed which is a tributary to the Beaver Dam Run. The project would include stream restoration and stormwater management retrofit facilities. The department is committed to continuing the implementation of its Capital Improvement Program for stream restoration, with a priority on reservoir watersheds. DEPRM is also programmed to complete watershed management plans to enable the County to comprehensively manage its water resources.

In addition, amendments to the Federal Clean Water Act in 1987 require local jurisdictions to receive a County-wide permit for the discharge of stormwater under the National Pollutant Discharge Elimination System (NPDES). The ultimate goal of the NPDES permit is to assure that stormwater discharge is brought into compliance with water quality standards. The County's initial permit under this program was issued in March 1995.

*An aerial view of the Hunt Valley Business Community demonstrates the expanse of impervious surfaces.*





*Stormwater runoff from buildings and parking areas in Hunt Valley is generally not managed for either quantity or quality control.*

**Action 1:** DEPRM will continue to coordinate the County's participation in the Reservoir Watershed Management Agreement activities.

**Action 2:** DEPRM will continue to implement its Capital Improvement Program for stream restoration, stormwater retrofitting, and watershed water quality management, which would include a comprehensive study of the Loch Raven Reservoir Watershed.

**Action 3:** DEPRM will continue to coordinate the County's responsibility for stormwater management under the NPDES Storm Water Discharge Permit.

**Action 4:** Where possible, encourage an increase in open space/pervious area through use of:

- Open concrete paver blocks for overflow parking or infrequently used paved areas.
- Where adjacent parking lots are in use at different times of the day, encourage sharing of facilities to reduce the total amount of paving needed.

**Action 5:** Adopt water quality management guidelines into the Comprehensive Manual of Development Policies.

- For new developments and redevelopments, use "Low Impact Development" (LID) tech-

niques, where feasible, to infiltrate or detain stormwater runoff. These techniques include bioretention: open, vegetated drainage swales; curbless roadways and other paved areas; and redirected or lengthened routing pathways for stormwater flows to maximize pollutant removal and flood peak attenuation.

- Perform periodic "street cleaning" operations on privately owned paved roadways and parking areas to minimize the buildup of surface pollutants.

#### **Issue: Ground Water Protection**

The presence of the Cockeysville Marble presents another concern — potential ground water contamination. According to the DEPRM, significant portions of the HV/T area are underlain by the Cockeysville Marble. That formation represents the County's most vulnerable Piedmont aquifer with respect to pollution potential. Numerous ground water contamination problems already exist in the area. The majority of these cases are clustered within the Hunt Valley Metropolitan Industrial Park and along the York Road corridor, and are areas which are served by public water and sewerage. Environmental assessments and associated potential liabilities may be significant issues with respect to property transfers and development in the HV/T vicinity.

Some of the active ground water contamination cases in the area are difficult to clean up, and even though a case has been closed, contamination may still persist. Product release from leaking underground storage tanks represents the primary source of the problem. Ground water quality within the HV/T area may already be degraded, and with the proximity of Loch Raven Reservoir, the ground water degradation may evolve into drinking water concerns. DEPRM is undertaking a ground water quality study for the Piedmont Region, and will develop protective measures as part of its County-wide ground water protection strategy adopted in 1993 as an amendment to the master plan.

**Action 1:** Continue implementation of the Ground Water Management and Protection Strategy.

### **Issue: Air Quality**

According to the DEPRM, there are two air quality issues that may affect future growth and development in this area. The primary issue is the current designation of the Baltimore Metropolitan Statistical Area as nonattainment for ozone. The federal EPA established National Ambient Air Quality Standards (NAAQS) for six pollutants and mandated the states to achieve the standards. Baltimore County is part of the geographic area determined by the EPA to be in violation of the NAAQS for ozone. As a result, there are very stringent emission limitations and regulations governing industrial and commercial facilities that emit ozone precursor pollutants, volatile organic compounds or nitrogen oxides to the atmosphere. These requirements apply to new major sources (25 tons per year) and also to modifications of existing sources that would result in emissions of 25 tons per year. Facilities that cannot demonstrate the ability to comply with the emission limitations cannot be constructed in the nonattainment area.

The major source of ozone pollution is not from industry, but rather from vehicle exhaust (mobile sources). While the Baltimore region is rated as Severe in ozone pollution by the EPA, other ozone nonattainment areas stretch from the Washington/Northern Virginia area to Maine. Thus the ozone pollution problem is a regional one.

The second air quality issue with the potential to affect this area is the attainment status for the NAAQS for particulate matter (PM-10). The County is currently designated as an attainment area. However, data from the monitoring station in Cockeysville have shown some ambient levels in excess of the standards. If the area is determined to be in violation of the NAAQS, there may be restrictions on the construction of new sources of particulate matter. If this nonattainment scenario should come to pass, it is not likely that it would have a dramatic effect on growth, but may effect individual sources and facilities.

**Action 1:** Continue to implement County's responsibilities with respect to state and federal air quality management programs.

## **RECREATION AND PARKS**

The availability of adequate parkland, open space and leisure opportunities within a community is an integral factor that directly affects the quality of life. Parks and open natural areas not only provide settings for recreational activities, but establish important visual breaks from the built environment. Recreational programs and leisure-time activities contribute to both the physical and mental well-being of the individual. The challenge of offering a sufficient amount and diversity of these lands and opportunities must be met to ensure that the Hunt Valley/Timonium area will continue to be attractive to residents and businesses.

### **Issue: Providing Adequate Parks and Recreational Facilities**

A wide range and diversity of recreational opportunities must be afforded to the residents, visitors and workers of the HV/T area. In addition to the traditional recreational facilities such as ball fields and courts typically associated with parks and school recreation centers, other active and passive leisure opportunities should be afforded. While the focus area, with its highly developed employment and com-



*Greenways could be established along stream buffers, to meet both recreation and environmental objectives.*

mercial center, in itself contains little existing parkland, its "impact area" houses a variety of recreational resources. Heavily utilized lighted athletic facilities in the area include Seminary Park, County Home Park and the Carver Center for Arts and Technology. The Baltimore County Revenue Authority operates Longview Golf Course located off Padonia Road. The southern terminus of the State of Maryland-operated North Central Hike and Bike Trail is located in Ashland. Additional trails and fishing opportunities are provided at Loch Raven Reservoir. Many of these facilities are so popular that the effects of overuse have become a concern. The County must continue to explore ways in which to meet the ever-expanding scope of recreational demand exhibited by its citizens.

**Action 1:** Continue to evaluate the supply and demand of traditional recreational facilities such as ball diamonds, athletic fields, and tennis courts. When the supply of these is insufficient, seek to develop facilities on existing available parklands. Utilize the development process, where possible, to secure local open space parcels that are sizable, flat and open enough to support active recreational facilities.

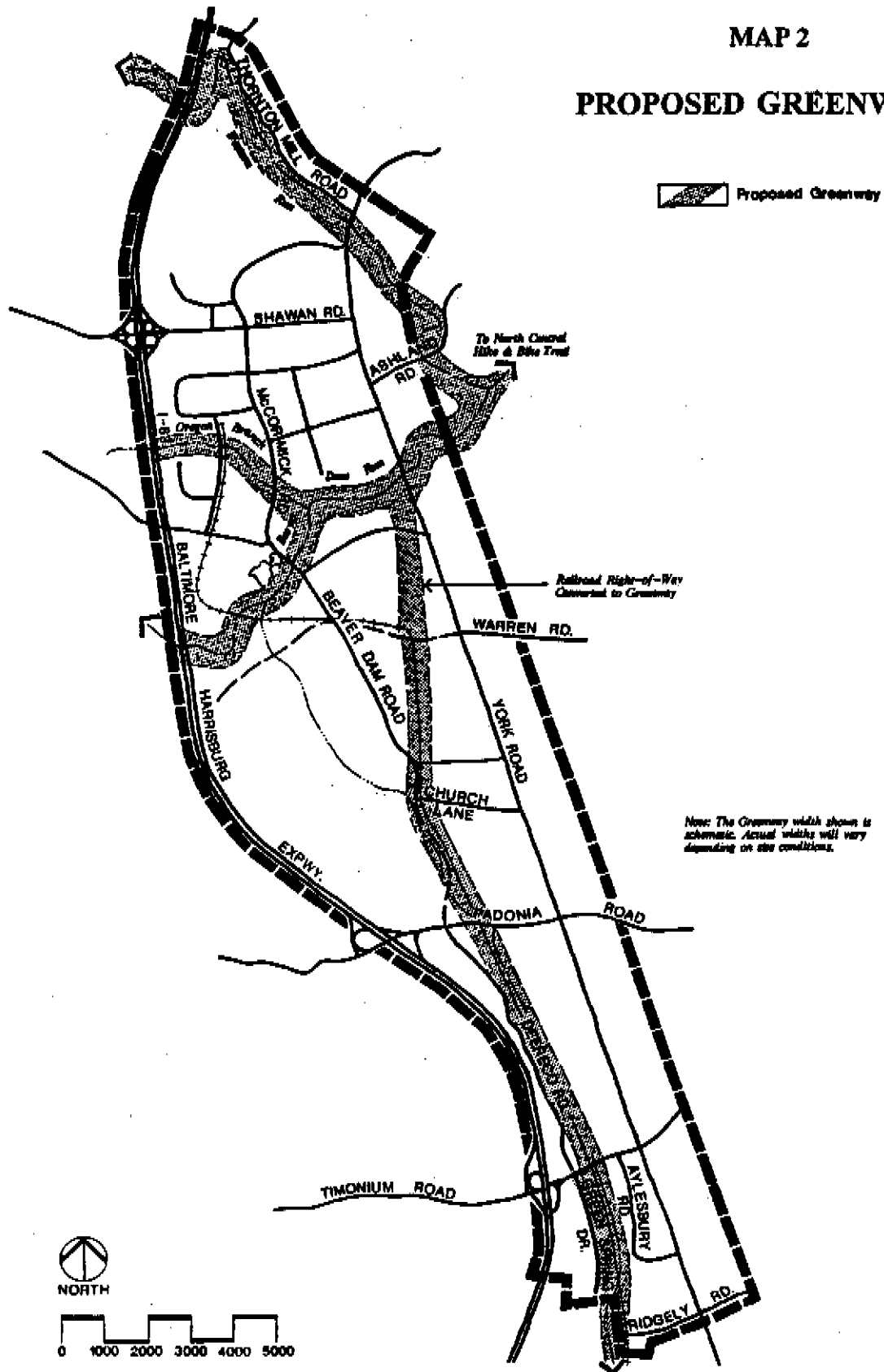
**Action 2:** Investigate opportunities for the development of large scale or specialized recreational facilities. A few existing sites within the HV/T area, including portions of the Hunt Valley Mall property and the Timonium Fairgrounds, could, if redeveloped, support recreational facilities such as indoor sports complexes or ice skating rinks.

**Action 3:** The Department of Recreation and Parks should continue to expand recreational opportunities at existing and proposed school recreation center sites. The recent athletic field construction at the proposed Dulaney Springs Elementary School Recreation Center site is an excellent example of utilizing currently vacant land to provide additional community recreational facilities.

**Action 4:** Continued attention to the status and physical condition of existing recreational facilities must be given. The Department of Recreation and Parks should proceed with comprehensive facility evaluation surveys, such as their recently completed playground tot lot inspection program. Park master plans and use plans should be evaluated, and, if appropriate, revised to maximize suitable recreational uses.

## MAP 2

### PROPOSED GREENWAYS



## **Issue: Greenways and Pocket Parks**

Open space corridors and greenways can be utilized to enhance a number of facets that improve the living and environmental conditions of an area. Paths, trails, and bikeways provide both recreational opportunity and an alternative to motorized transportation. Careful planning and establishment of these facilities will promote a safe and effective linear network that can complement the automobile and transit network. The presence of open space, especially in a linear pattern, is likewise important in providing wildlife habitat corridors. Open spaces and natural areas can also help to provide visual breaks from built environment and may serve as gateways into areas, as well as natural transition landforms that can help to delineate or define specific areas and neighborhoods. Urban open space amenities such as pocket parks and seating areas also help to make developed areas more "user-friendly."

**Action 1:** Plan and establish a network of walkways, trails and bikeways, where appropriate. Seek to connect areas that support or would benefit from a high level of pedestrian traffic (e.g., transit centers, commercial areas, parks, school-recreation centers, etc.). Where possible, attempt to incorporate these facilities into infrastructure improvement projects such as road construction and streetscapes. Utilize parks as destination points within this network, increasing their visibility and publicizing their availability.

**Action 2:** Utilize natural features such as woodlands and stream valleys to provide visual breaks from the built environment. Use existing mechanisms such as environmental regulations and mandatory open space dedication (within the development process) to secure such areas without incurring the cost of fee-simple acquisition.

In the HV/T area, the 1989-2000 Master Plan denotes Western Run, Beaver Dam Run and the stream adjacent to the light rail route from Beaver Dam Run south as greenways. While not all of these will be suitable for bicycle/pedestrian trails, these greenways should be preserved. Additional study to create a comprehensive pedestrian/bikeway system should be undertaken. The greenway system

should connect the light rail stops, Hunt Valley Mall, business and parks such as the Loch Raven Reservoir and potentially the popular North Central Hike and Bike Trail at Ashland, County Home Park, and Oregon Ridge Park. Appropriate connections should be made, where possible, to adjacent residential areas.

**Action 3:** Incorporate facilities such as pocket parks and sitting areas into streetscape projects to promote the human element in built or urbanized environments. These areas can be extremely useful within areas such as employment centers.

## **DEVELOPMENT/REDEVELOPMENT OPPORTUNITIES**

The completion of the road improvements and the introduction of light rail into the HV/T area will increase demand for the development of the few existing vacant parcels, the intensification of existing uses, and the redevelopment of the more marginal, older and less valuable properties. The introduction of light rail in particular provides an opportunity to plan land uses which can optimize its use, and thereby support a rational solution to the traffic and environmental problems of the HV/T area and the County.

Development adjacent to the light rail stop is the most effective way to capitalize on the benefit potential of light rail transit. Mixed use types of development — which would provide residences, shopping, and employment in the same project — allows the greatest opportunity for people to maximize their transit use in the course of a day.

While the HV/T area itself does not include a great deal of residential development potential, the surrounding area contains significant residential land uses. High quality feeder buses, and walkway and road links between the adjacent residential areas and the light rail line are also important for promoting ridership on the line (see Transportation). In the areas where new residential development may be proposed, such as along York Road, consideration should be given to providing elderly or assisted living housing.

## **Issue: Promoting Land Use to Optimize Light Rail Ridership**

The light rail represents a significant financial investment. The use of the system to support economic development and commuter needs is critical.

**Action 1:** Develop strategies to encourage the provision of higher density, mixed use development along the light rail line. The major potential redevelopment areas, as well as potential land uses, are listed as follows:

**Hunt Valley Mall:** As the northern terminus of the light rail line, the mall property is undergoing comprehensive redevelopment to become a focal point of the HV/T area. This redevelopment project will broaden the mix of retail, service and entertainment uses available to residents and businesses. It also includes expansion via "out-parcel" development in close proximity of Shawan Road and the light rail stop.

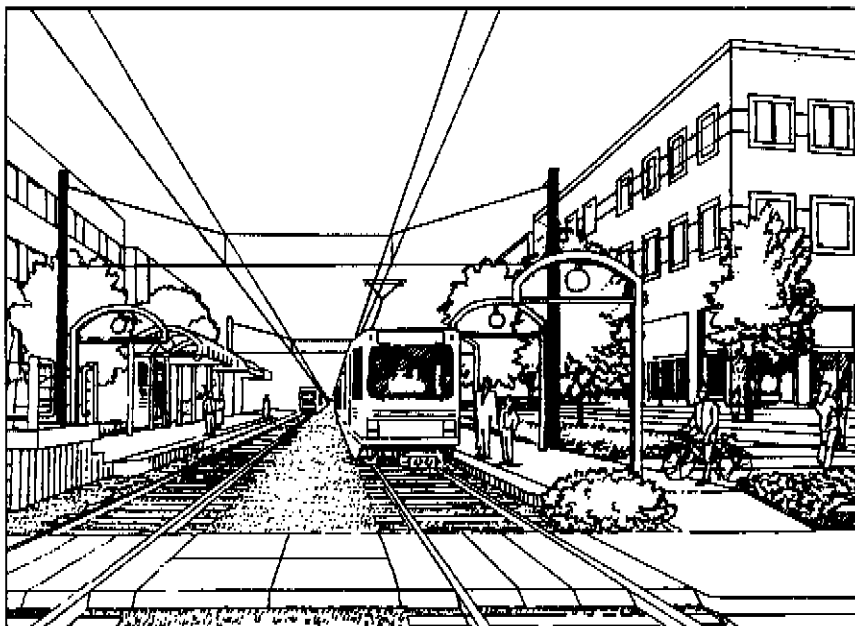
The County is working with the new managers and owner (Equitable Life) to ensure compliance with County standards, realization of the mall's economic

potential and the provision of quality service/amenity to local residents and employees.

**Cockeysville:** Through a revitalization program, the retail uses located along York Road could be intensified, with uses focusing on antique and arts/craft sales, and maintaining the historic theme. While not having direct access to the light rail, the redevelopment of Cockeysville will add to the vibrancy of the HV/T community.

**Texas/Old Padonia Road Area:** This area contains 40± acres of vacant property owned by Genstar, 85± acres of available property owned by AAI, and a mixture of smaller uses which are suitable for redevelopment; some are transitional, and some are historic. The area presents an excellent opportunity for the development of higher density employment/retail mixed use in association with a transit stop. The 1996 CZMP addressed the needs of providing retail zoning in this area. A development project is currently planned which will produce a regional retail node at this location.

**Timonium Fairgrounds:** The 100-acre fairgrounds site offers a unique opportunity for development associ-



*Land adjacent to the light rail should be redeveloped at a higher density, with a mixture of employment and retail uses, and residential uses where appropriate.*

ated with light rail. In conjunction with the Maryland Stadium Authority, the Baltimore Convention bureau and the Maryland State Fair, the Baltimore County Department of Economic Development has analyzed the market demand and timing for expanded exhibition space at the Timonium Fairgrounds site. Recognizing the need to support the primary effort of marketing the Baltimore City Convention Center, expansion has been deferred until 2001-2002. At that time, however, a new 100,000 square foot exhibition space to accommodate an expanded schedule of local and regional events is expected to be constructed.

If the fairgrounds becomes available for other types of uses, consideration of retail, office, recreation or higher density residential development may be appropriate. Community concerns for intensifying development at the fairgrounds site will need to be addressed by any redevelopment. Very intensive uses may also require a reconfiguration of the interchange at Timonium Road and I-83.

**West Timonium Heights:** This is a residential community of about 100 single family residences. The community is platted as a 50-acre subdivision, of which about 20 acres have never been developed.

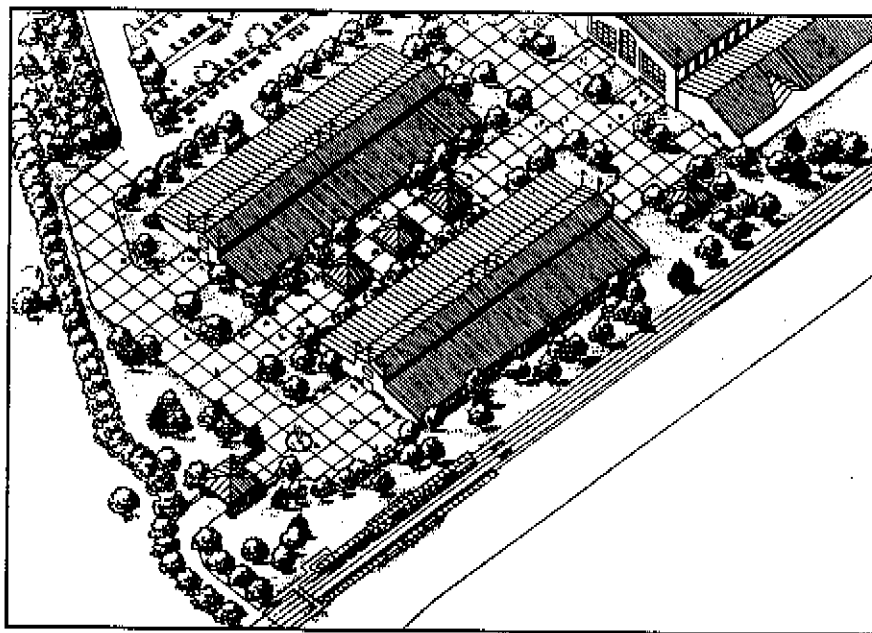
Because of its existence as a residential enclave surrounded by nonresidential uses, and its direct access to the light rail, this area seems to present redevelopment opportunities for higher density mixed use/residential uses.

A number of development projects have been proposed. A shopping center is being planned along Padonia Road to the north. The Timonium Fairgrounds is planning an expansion on some of the vacant land to the south. Also, Baltimore County has plans to construct a regional stormwater management facility in this area.

Residents of the West Timonium Heights community have recently formed a community association, and are in the process of developing a plan for their community. The County will work with the community to determine appropriate land uses and zoning, and to implement the recommendations of their plan.

As a community conservation measure, strong buffers should be developed along the perimeter of the residential community, including fencing and dense landscaping, particularly along the edges bordering the fairgrounds property and all commercial property.

*The Timonium State Fairgrounds could expand to become a major exhibition and convention center.*



Nonresidential traffic should not be permitted to access the community.

**West Aylesbury Road Area:** This area contains a mixture of retail and employment uses, some of which are presently undergoing redevelopment, and others which are likely to follow suit. This area should be redeveloped in a manner which meets the goals of optimizing light rail use, and of protecting neighboring residential areas. Rezoning portions of the area to BLR (Business Light Restricted), accompanied by its designation as a Design Review Panel Area with design guidelines (see Section V), may be appropriate if the redevelopment is consistent with the goals established for this area, promotes mixed use, consolidates parcels and provides a pedestrian environment of high design quality. If redevelopment is proposed under the PUD-C process, it should also meet the design guidelines established for this area, and promote mixed use and pedestrian access.

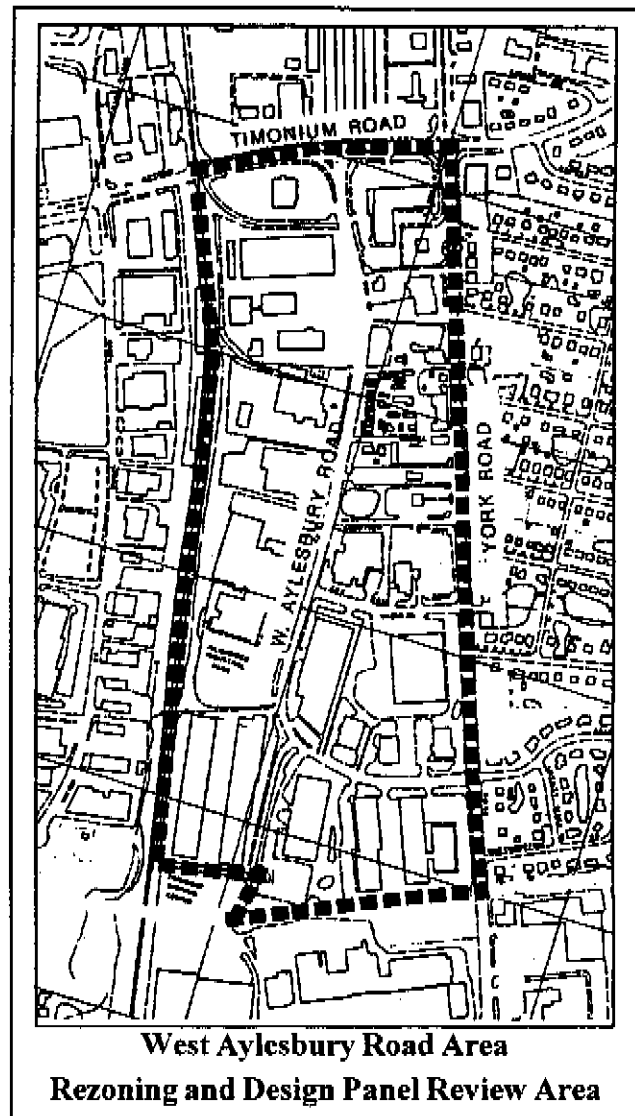
**Issue: Use of the PUD-C to Provide Appropriate Land Use at Light Rail Stops.**

Most of the HV/T area is within the PUD-C Opportunity Area. The PUD-C legislation allows mixed uses; however, it does not per se provide any economic incentives for providing mixed uses at higher densities in association with transit stops. Experience in the HV/T area has shown that the PUD-C legislation is more likely to be used to foster retail development in manufacturing zones, without particular benefit for transit use.

**Action 1:** All PUD-C land use recommendations should be based upon the Proposed Land Use Map provided in this plan, and the HV/T Design Guidelines, as adopted in the Comprehensive Manual of Development Policies.

**Action 2:** For those PUD-C projects located within 1/4 mile of a light rail stop, consideration for higher density, mixed use development will be supported. The goal of such development will be to sustain the area as an employment area, optimizing public investments in transportation infrastructure.

**Action 3:** The County should reevaluate the PUD-C

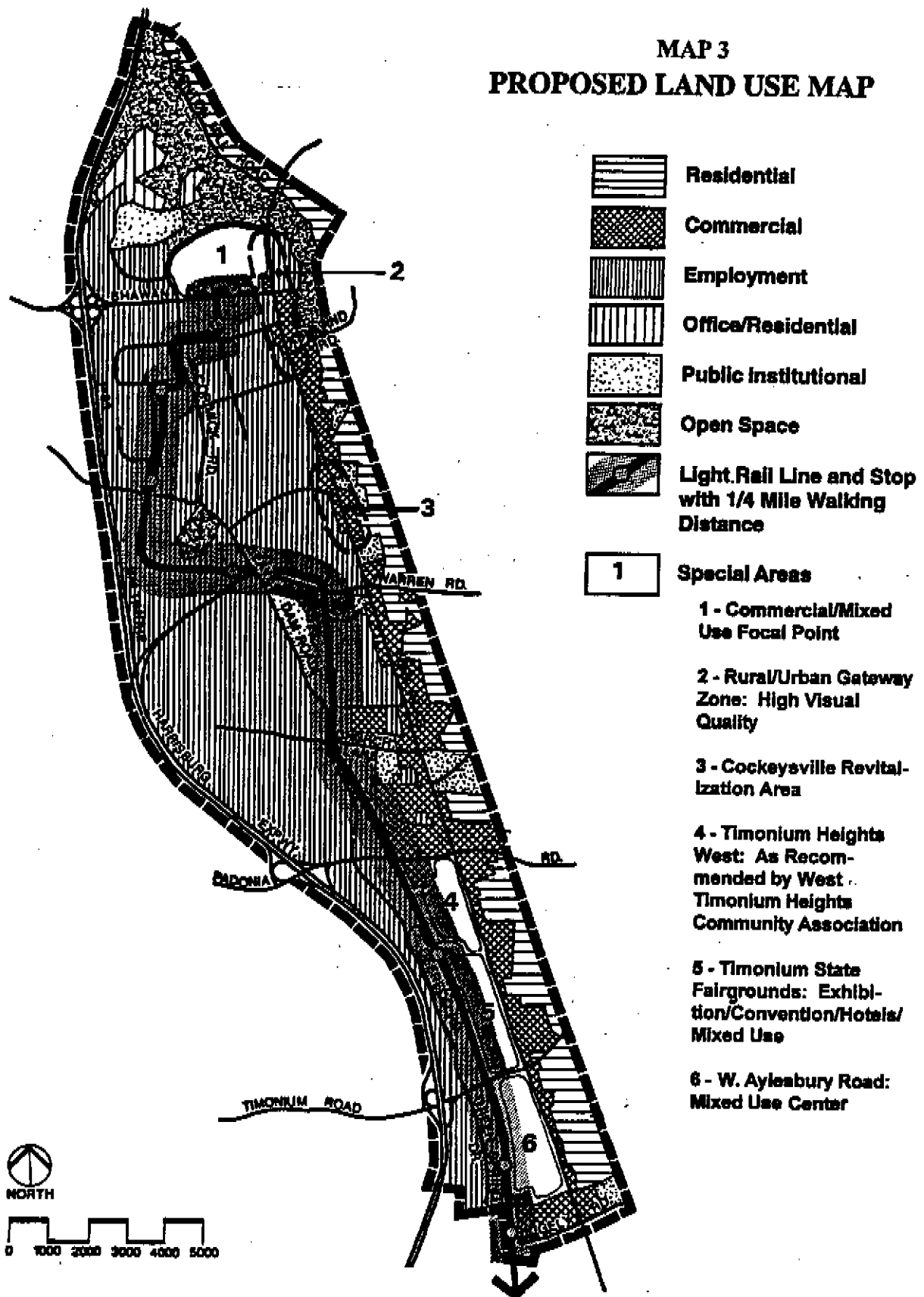


process and requirements in order to facilitate its use in HV/T and elsewhere in the County. Of concern is the length of time it takes for a project to complete the process, and the uncertainty of gaining approval.

**Action 4:** Among the potential public benefits which the County should support for PUD-C projects in HV/T are:

- High density mixed use in association with a transit stop, with a large employment component offering family-supporting wages
- Consolidation of parcels to provide a mixed use project

# MAP 3 PROPOSED LAND USE MAP



- Shared access and/or parking among adjacent uses
- Renovation of an existing structure
- Provision of offsite pedestrian and/or bicycle facilities
- Substantial landscaping (exceeding current regulations)
- Increased stormwater management (exceeding current regulations)
- Inclusion of recreational/park amenities
- Traffic and/or public safety improvements

**Action 5:** Investigate incentives to promote higher density mixed use development at transit stops. One such incentive is the use of the MTA transit-oriented development grant program. The County should take a proactive role in promoting and fostering such developments, particularly at Hunt Valley Mall and at the Timonium Fairgrounds, with adequate controls to limit negative impacts on neighboring residential zones.

#### **Issue: Auxiliary Retail Uses in ML-IM**

In the past few years, there have been several proposals to build restaurants (both standard and fast food) and bank branch offices on ML-IM land. These are, by themselves, low density uses generating few employment opportunities (with family supporting wages) and are inappropriate, both for preserving the employment climate of the ML-IM zoned land, and for optimizing light rail use, which is best accomplished through higher densities, many employees, and a mixture of uses that can support each other. The intent of the ML-IM zoning is to allow auxiliary retail uses that would serve employees of the immediate area.

**Action 1:** Evaluate amendments to the ML-IM zone concerning auxiliary retail uses.

#### **Issue: Rezoning of ML-IM Land**

There has been significant pressure to convert manufacturing-zoned land to business (retail) zoning. This was evident during the 1996 CZMP which considered 22 such issues out of a total of 32 issues for the area.

**Action 1:** The supply of manufacturing-zoned land within the HV/T area is limited. In order to preserve this important resource for future employment growth, there should be no further rezoning of manufacturing-zoned land for other uses unless an area is specifically designated for change. Rather, the PUD-C process should be used so that: 1) the property will retain its manufacturing zoning as an underlying zone for future use, and 2) specific development proposals can be evaluated for their potential impact on the transportation systems and surrounding land uses, particularly in regard to preserving the employment viability of the HV/T area.

#### **Issue: Providing Opportunities for Retail Development**

Demand for new retail development should be accommodated at appropriate locations within the HV/T retail market area.

**Action 1:** Retail developments which do not particularly promote transit use should be directed to existing retail areas which are in need of revitalization, or are underutilized, or to commercial nodes, as discussed below. Other retail centers within the larger market area may also be more appropriate locations to accommodate new retail development, such as the former Hutzlers building, and Towson Marketplace.

**Action 2:** Retail development should be directed to established or proposed commercial nodes. This would allow traffic-generating commercial activities to be consolidated into specific locations along York Road, minimize the number of curb cuts and left turn maneuvers and thereby improve traffic flow. In addition to the existing shopping centers, designated major commercial nodes within the HV/T area are: 1) the Hunt Valley Mall, 2) Texas Station, a retail development proposed for a portion of the Genstar property,

and 3) the West Aylesbury Road area, as a mixed use, neighborhood- and pedestrian-oriented commercial center, with retail development capability under the PUD-C process or through appropriate rezoning.

**Action 3:** Commercial zoning should not be extended between the commercial nodes, and efforts should be supported to improve the appearance and maintain the viability of existing shopping areas, including limiting curb cuts, sharing of parking, sidewalks, street trees, and other design elements which would create a sense of identity. In between the commercial centers, land uses consisting of less intensive residential office or assisted living/elderly housing should be supported.

## DESIGN QUALITY

Design quality in land use development relates to the architectural design of buildings and the site planning of parking, open space and site amenities. Design quality involves aesthetics as well as function. Design quality controls can help assure that the HV/T area continues to provide an attractive, desirable environment in which to work, live, and shop, and to help maintain its important status in the County as a major economic development area.

### Issue: Improving the Visual Quality and Providing Important Support Amenities in the Employment Area

The Hunt Valley Business Park was developed under design covenants to which all development in the park complied. The covenants included, among other things, wide setbacks, high quality architectural design and finish materials and extensive tree planting. The covenants are responsible for the attractiveness of the community, and for promoting the image that has continued to attract businesses to Hunt Valley.

A few straightforward design guidelines will help direct new development throughout the HV/T area toward consistent design quality. The guidelines should enumerate the things that are most important in creating and maintaining a high quality visual and functional environment.

As the nature of employment is shifting from manufacturing to office uses and development is becoming more urban, the lifestyles of employees are also changing. Greater values have been placed on health and recreation issues, time management and the provision of child care. The provision of employee support facilities and amenities at or near the workplace can greatly increase the efficiency, effectiveness and

*Design guidelines can help assure consistent design quality throughout the HV/T area.*



well-being of the workers. Such things as health clubs, child care centers, recreation facilities, jogging and bike paths, and simple outdoor sitting areas should be incorporated into the employment community.

Site design also needs to address the needs of transit users. Employees using transit frequently find no walks to their buildings, or must walk through expansive parking lots to reach the entrance. An important part of promoting transit use is in increasing ease of access through supportive site planning.

**Action 1:** Adopt the design guidelines for the HV/T area into the Comprehensive Manual of Development Policies (CMDP). (See Section V.)

**Action 2:** Insure that the Baltimore County Zoning Regulations allow health clubs, recreational facilities and day care centers in manufacturing and other employment zones.

#### **Issue: Visual Quality of the HV/T Area as Seen from the Light Rail**

The light rail system is utilizing the Conrail track through the HV/T area. In many cases, the line passes through some very unsightly areas — unkempt rears of buildings, storage yards and parking lots. The rail right-of-way and adjacent stream are littered with trash and debris. Providing an attractive environment for the transit user to travel through is another effective means of promoting light rail usage.

**Action 1:** Through development and redevelopment, require a 15 foot minimum landscaped and/or fenced buffer between the light rail line and parking, service or storage areas.

**Action 2:** Amend the Baltimore County sign ordinance to limit commercial signage visible from the light rail, except as provided in Action 3.

**Action 3:** Initiate a program to provide an incentive for adjacent property owners to install buffer planting and fencing to screen their existing development from the light rail. Property owners who “clean-up their backyards” in conformance with the design guidelines would be permitted to install a small, stan-

dardized and tastefully designed sign showing the company name visible to the light rail line.

**Action 4:** Initiate a SWAT program for communities and businesses who clean up and remove debris within the rail right-of-way.

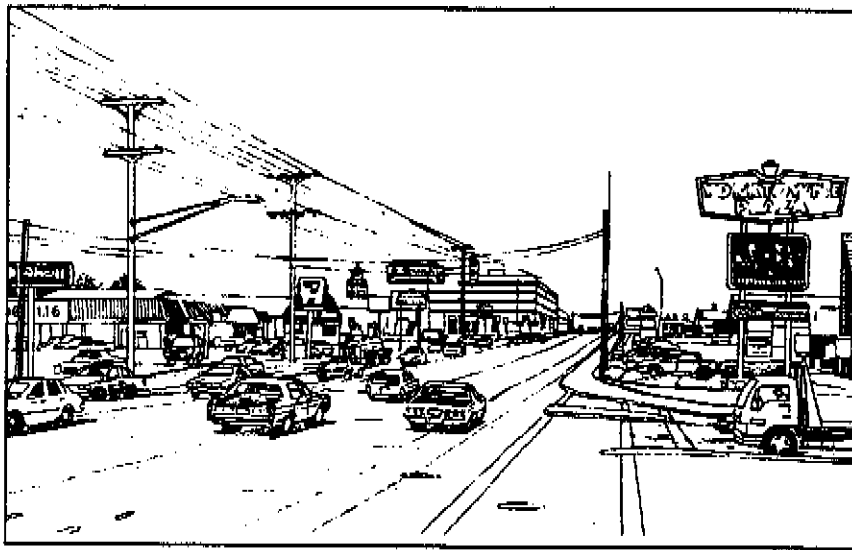
#### **Issue: Improving the Visual Quality of the York Road Corridor**

The growth of commercial and office uses along York Road has resulted in signage clutter, numerous curb cuts, traffic flow and safety problems, discordant architecture, and lack of landscaping. It has become a harsh environment, where the overhead utility lines are the only unifying design element. A beautification program for the corridor would establish pride for the area businesses and make the area more appealing to shoppers. Functionally, business development should be directed to established or proposed commercial nodes. This would allow traffic-generating commercial activities to be consolidated into specific locations along York Road, minimize the number of curb cuts and left turn maneuvers and thereby improve traffic flow.

**Action 1:** Business associations should be formed to address York Road issues such as: 1) aesthetic appearance; 2) access; and 3) increased marketability.

**Action 2:** A detailed streetscape study coordinated by the Office of Planning should include recommendations for:

- Limiting curb cuts
- Burying overhead wires
- Improving landscaping
- Controlling signage
- Creating themes to promote neighborhood identity
- Design standards to be adopted into the CMDP



*The visual appearance of the York Road corridor could be improved to make it more appealing to shoppers.*

**Action 3:** Discourage sign variances along York Road and encourage stricter enforcement of the signage regulations along York Road.

**Action 4:** The Office of Planning will support local businesses and community groups who institute an annual contest for the business property with the best or most improved appearance.

## COMMUNITY CONSERVATION

Community conservation has been an important element of the Baltimore County Master Plan since 1989. In 1995, the Office of Community Conservation was established to support comprehensive, intensified initiatives dedicated to preserving, stabilizing and enhancing the human, physical and economic condition of the County's urban communities. Within the HV/T area, the nature and size of this regional employment and commercial center can create conflicts with the needs of the residents.

### Issue: Protecting and Enhancing the Existing Residential Communities

The general goal of protecting and enhancing existing residential communities within the impact area will involve the implementation of a number of actions:

**Action 1:** Insure that the future redevelopment of sites in the HV/T area does not create negative impacts on existing communities.

**Action 2:** Restrict nonresidential land uses from encroaching into residential areas. In general, limit further rezoning of residential parcels to nonresidential use. Employ RO or ROA residential office zones in areas requiring a greater buffer between disparate uses. The CB (Community Business) zone may be appropriate at some locations. Identify parcels between the commercial nodes which may be suitable for assisted living/elderly housing.

**Action 3:** Permit only small day care facilities with improved standards within residential areas. Larger facilities should be located within the employment area.

**Action 4:** Monitor home based business occupations within DR zones to insure that negative impacts are minimal.

**Action 5:** Discourage traffic in the neighborhood which is unrelated to the residences.

**Action 6:** Reduce the amount of traffic congestion on York Road to make it easier for residents to access their neighborhood by encouraging shared access/parking arrangements.

MAP 4

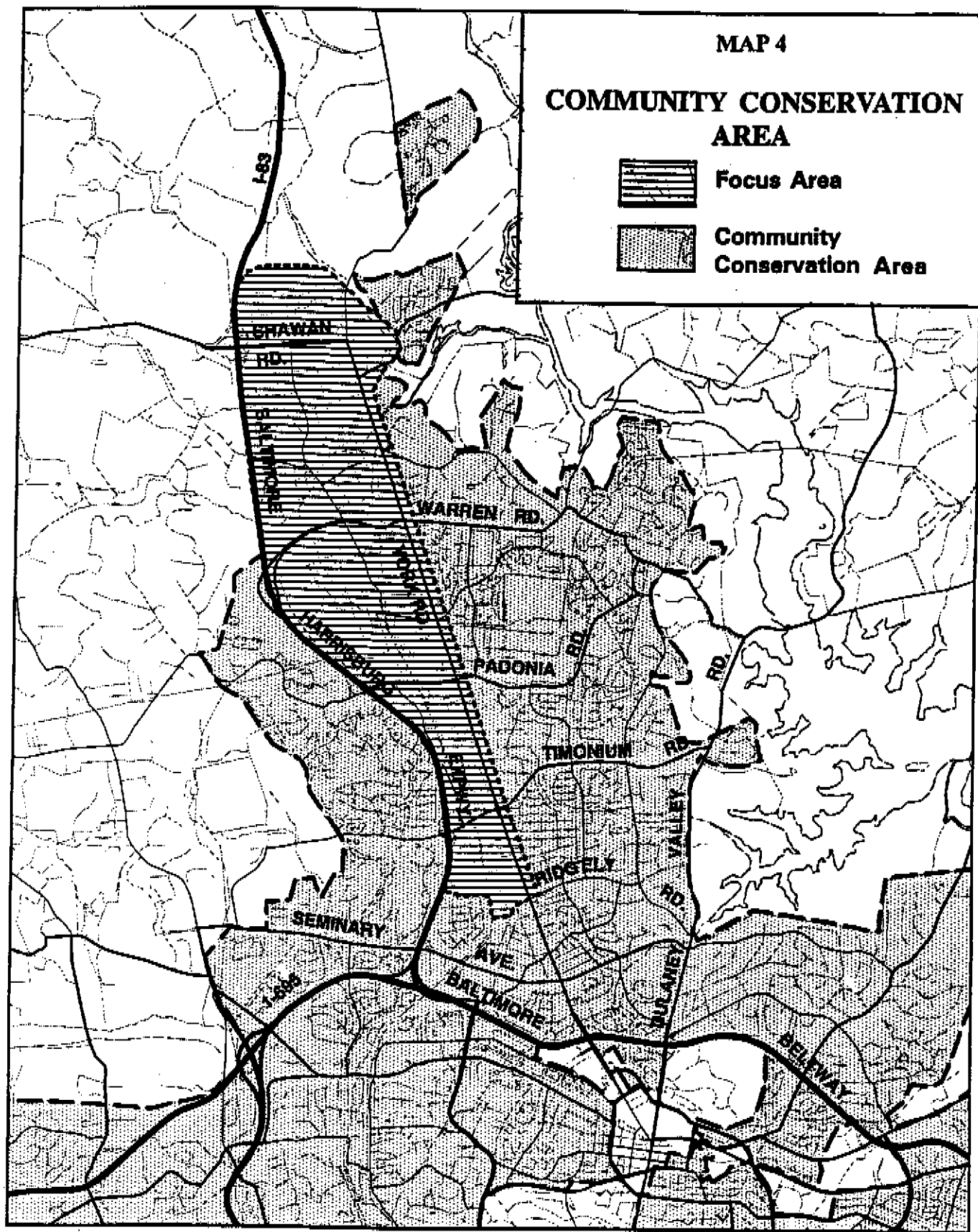
**COMMUNITY CONSERVATION  
AREA**



**Focus Area**



**Community  
Conservation Area**



**Action 7:** Improve the visual quality of the York Road corridor. As part of a York Road Streetscape Study:

- Formulate commercial corridor design guidelines for inclusion in the CMDP. Include larger setbacks and buffers between residential and nonresidential uses. Incorporate themes to promote neighborhood identity, and consider making the corridor a Design Panel Review Area.
- Existing commercial properties should be brought into conformance with the County's Landscape Manual.

**Action 8:** Attempt to match existing uses with the appropriate zoning along the York Road corridor where the zoning permits more intensive uses than those uses that presently occupy the property.

**Action 9:** Protect the historic Cockeysville school grounds between Bosley and Matthews Avenues as one of the few common open space areas along the corridor. Current plans for the site include senior housing and a senior center, and retention of most of the open space for continued recreational uses.

**Action 10:** Continue support for the Cockeysville commercial area as a small, historic shopping locality. Designation of these few blocks as a revitalization area would provide a funding program for development of an attractive streetscape and other amenities to assure that the character of Cockeysville remains. Business owners should be encouraged to participate in the County's facade improvement program.

**Action 11:** Create community action plans in order to document issues and provide a mechanism for implementation.

**Action 12:** Encourage the formation of a round-table consisting of business representatives and community associations to address issues and assure implementation of plan actions.